

R.J. Reynolds Tobacco Company

Inter-Office Correspondence

Lori E. MacWilliams
Key Account Manager

12323 Plaza Drive
Parma, OH 44130
216/676-0067
216/676-1878 (Fax)
68998 (Voice-Mail)

cc: RCF

1626-DM
4

January 3, 1996
LEM-001-96

**ROM's: Please ensure this information is provided
to all Managers listed as well as Retail Reps
w/BP America Retail Responsibility**

C/M: 1-9-96

BP Responsible Managers:

J.F. Abrahamson
M.K. Davern
N.W. McCleary
R.B. Moreland
G.W. Overfelt
M.J. Sullivan

Retail Managers
Retail Representatives

Re: **BP America**
CID #1114-01-00 through #1114-18-00

***National Installation / BP Backbar Industry
Savings Brands Display***

Please be advised as follows relative to installation activities scheduled for all BP America Corporate stores residing under the above multi-level CID #'s.

Project Specifics:

Objective: Consolidate Industry Savings Brands on special backbar display, therefore, ensuring maximum exposure, primary positioning for RJR Private Label, Highway, and Doral.

RJR has contracted with Super Marketing, Inc. to handle all installations nationally, thereby reducing Retail Rep involvement.

Installations will begin January, 1996 - See Schedule Following.

RJR Contract Plans will not change.

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Super Marketing, Inc. - Accountabilities

Contact BP Stores two (2) days in advance of installation.

Handle installation of five (5), 1' steel springload displays in N/S/S position per attached counter plan-o-gram. **Note:** Some variation to plan-o-gram will occur in stores depending on building layout, i.e.; displays may be positioned to the left vs. right side of N/S/S counter or may have to be set in a non-contiguous manner due to electrical poles/security pass-through windows. However, **Highway** will always be positioned closest to center of counter with Doral next to **Highway**.

Place POS on all top signs/channel strips.

Label all springload cartridges to by-brand plan-o-gram. (Attached)

Remove existing N/S/S industry savings brands displays, place product in new displays, place old displays in back room for industry reps to pick up.

Communicate with BP Field Consultants on questions/concerns relative to site specific issues/problems.

See attached Merchandising Program Procedures/Guidelines for additional specifics.

BP America - Store Manager Accountabilities

Price all POS with BP numeral kit.

Hold all old displays in back room for industry Reps to pick up.

Retail Representatives Accountabilities

Follow up to ensure displays set to counter / by-brand plan-o-gram.

Pick up old Doral and Highway displays - recycle !!

Communicate any problems / questions to the RJR Manager Responsible for BP in your market place. (See Listing Below)

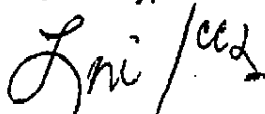
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<u>RJR Manager</u>	<u>VM #</u>	<u>BP CID #</u>	<u>BP Field Consultant</u>
L.E. MacWilliams	68998	1114-01-00	Lesley Cawley
N.W. McCleary	43531	1114-05-00	Jim Slack
M.E. Sullivan	73779	1114-07-00	Kelley Sullivan
J.F. Abrahamson	34565	1114-10-00	Doug Klocko
R.B. Moreland	41398	1114-15-00	Jim Hyams
G.W. Overfelt	7704 *	1114-17-00	Donnell Carlton
M.K. Davern	58525	1114-18-00	Donnell Carlton

* - G.W. Overfelt VM # - Must dial: 1-910/741-7704

Thank you in advance for your assistance with this important project.

Cordially,



Lori E. MacWilliams

LEM/ccs

Attachments

cc: Regional Managers:

#1600/#1700/#1800/#2100/#2200/#2600/#6700/#6900

BP Field Consultants:

Donnell Carlton/Lesley Cawley/Jim Hyams/Doug Klocko/

Jim Slack/Kelley Sullivan

James M. Piscitelli

Cary Jennings

Barney Shirreffs/BP America

cc's: All w/Attachments

Attachments:

BP Counter Plan-o-Gram - to be used *only* as an illustration for positioning of backbar displays. Reference store specific plan-o-grams sent to you in July for by-store detail.

By-Brand backbar Display Plan-o-Gram.

Schedule of Installations (Dates).

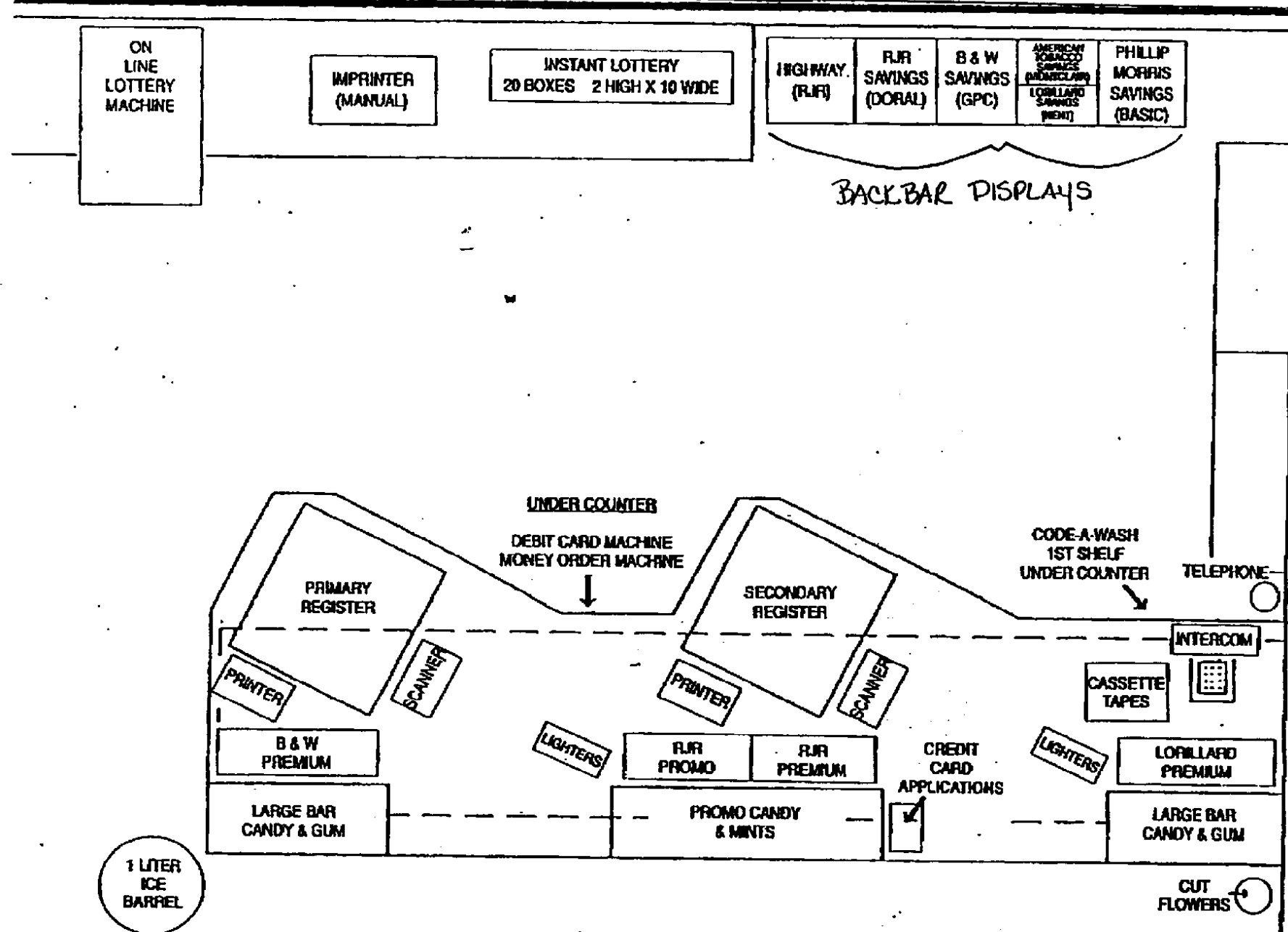
BP Authorization Letter

Super Marketing, Inc. Merchandising Procedures

M-2

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1800 EXPRESS FRONT COUNTER PLAN-O-GRAM



NOTE: counter Plan-o-gram to be utilized for illustration purposes only for this project.
 Reference store specific Plan-o-grams sent to AKA Pro's in July, 1995 for full

		TOP SIGN POS
HIGHWAY UL LT 85	HIGHWAY LT 85	HIGHWAY POS
HIGHWAY UL LT 100	HIGHWAY LT 100	
HIGHWAY FF MEN 85	HIGHWAY LT MEN 85	
HIGHWAY FF MEN 100	HIGHWAY LT MEN 100	
HIGHWAY FF 100	HIGHWAY FF 85	
DORAL UL LT 85	DORAL LT 85	DORAL
DORAL UL LT 100	DORAL LT 100	
DORAL FF MEN 85	DORAL LT MEN 85	
DORAL FF MEN 100	DORAL LT MEN 100	
DORAL FF 100	DORAL FF 85	
GPC	GPC	GPC
GPC	GPC	
GPC	GPC	
GPC	GPC	
GPC	GPC	
STYLE	STYLE	MONTCLAIR / STYLE
STYLE	STYLE	
MONTCLAIR	STYLE	
MONTCLAIR	MONTCLAIR	
MONTCLAIR	MONTCLAIR	
BASIC	BASIC	BASIC
BASIC	BASIC	
BASIC	BASIC	
BASIC	BASIC	
BASIC	BASIC	

BP AMERICA
CID #114-XX-XX
INDUSTRY
SAVINGS BRANDS DISPLAY
PLAN-O-GRAM

SUPER MARKETING, INC.
RJR MERCHANDISING PROGRAM
BP OIL
STORE LIST BY BP FIELD CONSULTANT & DATE

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Code	Store #	Address	City	St	Zip	Store Manager	Telephone	BP Field Consultant	Dist #	Team #	Install Date	Date Completed
04	01340	2204 W 12Th St	Erie	PA	16505		814-456-6479	Doug Klocko	40	3	01/19	
05	06116	4000 Park Ave	Ashtabula	OH	44004		216-998-4106	Doug Klocko	40	3	01/19	
06	06194	1769 State Rt 534 S	Geneva	OH	44041		216-466-8215	Doug Klocko	40	3	01/19	
03	07029	1924 Water St	Erie	PA	16510		814-898-2877	Doug Klocko	40	3	01/19	
03	07076	7775 Perry Hwy	Erie	PA	16509		814-864-3594	Doug Klocko	40	3	01/22	
03	07282	356 E 12Th St	Erie	PA	16503		814-455-6919	Doug Klocko	40	3	01/22	
04	07300	2904 W 26Th St	Erie	PA	16506		814-835-8377	Doug Klocko	40	3	01/22	
03	07331	2036 Broad St	Erie	PA	16503		814-454-4114	Doug Klocko	40	3	01/22	
03	07043	991 Park Ave	Headville	PA	16335		814-724-6343	Doug Klocko	40	3	01/23	
03	07049	101 S Duffy Rd	Butler	PA	16001		412-287-5230	Doug Klocko	40	3	01/23	
03	07052	20021 Rt 19	Cranberry Twp	PA	16066		412-776-4760	Doug Klocko	40	3	01/23	
04	07289	10594 Perry Hwy	Wexford	PA	15090		412-935-2780	Doug Klocko	40	3	01/23	
04	07003	209 Ohio River Blvd	Sewickly	PA	15143		412-741-3676	Doug Klocko	40	3	01/24	
04	07007	921 Broadhead Rd	Coraopolis	PA	15108		412-264-6140	Doug Klocko	40	3	01/24	
04	07013	1479 Beers School Rd	Coraopolis	PA	15108		412-264-8851	Doug Klocko	40	3	01/24	
04	07106	801 Merchant St	Ambridge	PA	15003		412-266-3913	Doug Klocko	40	3	01/24	
17	02360	4630 Route 8	Allison Park	PA	15101		412-487-3225	Doug Klocko	40	3	01/25	
03	07100	1717 Freeport Rd	Natrona Heights	PA	15065		412-224-2280	Doug Klocko	40	3	01/25	
03	07192	801 Island Ave	Hc Kees Rocks	PA	15136		412-771-8515	Doug Klocko	40	3	01/25	
06	57102	3201 Leechburg Rd	Lower Burrell	PA	15068		412-335-3150	Doug Klocko	40	3	01/25	
04	00986	Miracle Mile Shopping Cente	Monroeville	PA	15146		412-373-2125	Doug Klocko	40	3	01/26	
05	00999	2401 Freeport Rd	New Kensington	PA	15039		412-339-3307	Doug Klocko	40	3	01/26	
03	07335	6106 Saltsburg Rd	Verona	PA	15147		412-793-0844	Doug Klocko	40	3	01/26	
03	57119	3984 Monroeville Blvd	Monroeville	PA	15146		412-372-0420	Doug Klocko	40	3	01/26	
04	00938	1600 S Braddock Ave	Pittsburgh	PA	15218		412-731-9830	Doug Klocko	40	3	01/29	
06	01000	2269 Noblestown Rd	Pittsburgh	PA	15205		412-921-8202	Doug Klocko	40	3	01/29	
05	07001	4775 Mcknight Rd	Pittsburgh	PA	15237		412-366-0524	Doug Klocko	40	3	01/29	
05	07005	1829 W Liberty Ave	Pittsburgh	PA	15226		412-343-2722	Doug Klocko	40	3	01/29	
04	07159	100 Fox Chapel Rd	Pittsburgh	PA	15238		412-781-1597	Doug Klocko	40	3	01/29	
06	07180	1001 Evergreen Rd	Pittsburgh	PA	15209		412-821-1591	Doug Klocko	40	3	01/30	
17	07315	2900 Banksville Rd	Pittsburgh	PA	15216		412-341-1044	Doug Klocko	40	3	01/30	
04	07338	999 Greentree Rd	Pittsburgh	PA	15220		412-922-7117	Doug Klocko	40	3	01/30	
03	57301	5801 Forward Ave	Pittsburgh	PA	15217		412-421-6621	Doug Klocko	40	3	01/30	

12/27/95

11:53 am

Requested by: Jean Fenoglio

Operator: MS

Job #: RJR360/R3

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SUPER MARKETING, INC.
RJR MERCHANDISING PROGRAM
BP OIL
STORE LIST BY BP FIELD CONSULTANT & DATE

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Store Ide #	Address	City	St	Zip	Store Manager	Telephone	BP Field Consultant	Dist #	Team #	Install Date	Date Completed
13 01067	6999 Clairton Rd	West Mifflin	PA	15122		412-655-2205	Doug Klocko	40	3	01/31	
16 01988	1541 Washington Rd	Mount Lebanon	PA	15228		412-531-3330	Doug Klocko	40	3	01/31	
17 07089	2000 Montour Church	Oakdale	PA	15071		412-787-5588	Doug Klocko	40	3	01/31	
13 07288	365 E Main St	Carnegie	PA	15106		412-276-4140	Doug Klocko	40	3	01/31	
14 07047	6250 Library Rd	Bethel Park	PA	15102		412-833-2311	Doug Klocko	40	3	02/01	
13 07158	3894 Washington Rd	Canonsburg	PA	15317		412-941-4185	Doug Klocko	40	3	02/01	
15 07211	100 McClelland Rd	Canonsburg	PA	15317		412-746-2715	Doug Klocko	40	3	02/01	
15 07614	100 Murtland Ave	Washington	PA	15301		412-228-8235	Doug Klocko	40	3	02/01	
13 06166	736 Dresden Ave	East Liverpool	OH	43920		216-385-1164	Doug Klocko	40	3	02/12	
19 06279	740 E State St	Salem	OH	44460		216-332-9119	Doug Klocko	40	3	02/12	
16 06448	40890 State Rt 154	Lisbon	OH	44432		216-424-9676	Doug Klocko	40	3	02/12	
14 06127	1090 Boardman-Poland Rd	Poland	OH	44514		216-758-0338	Doug Klocko	40	3	02/13	
14 06150	599 E Main St	Canfield	OH	44406		216-533-4189	Doug Klocko	40	3	02/13	
14 06396	3602 Mahoning Ave	Youngstown	OH	44515		216-799-4258	Doug Klocko	40	3	02/13	
16 06416	2069 E Midlothian	Youngstown	OH	44502		216-788-6113	Doug Klocko	40	3	02/13	
15 01939	3827 Market St	Youngstown	OH	44507		216-788-6050	Doug Klocko	40	3	02/14	
14 06117	890 N. Canfield-Niles Rd.	Youngstown	OH	44515		216-652-6850	Doug Klocko	40	3	02/14	
14 06124	5502 Mahoning Ave	Youngstown	OH	44515		216-799-7961	Doug Klocko	40	3	02/14	
14 06157	310 Boardman Canfield Rd	Youngstown	OH	44512		216-758-0671	Doug Klocko	40	3	02/14	
14 06333	2703 Belmont Ave	Youngstown	OH	44505		216-759-2070	Doug Klocko	40	3	02/14	
14 06070	4487 Youngstown Rd Se	Warren	OH	44484		216-652-6205	Doug Klocko	40	3	02/15	
15 06202	110 Niles Cortland Se	Warren	OH	44484		216-856-6731	Doug Klocko	40	3	02/15	
16 06310	1290 E Market St	Warren	OH	44483		216-395-6836	Doug Klocko	40	3	02/15	

total for Doug Klocko : 56

2/27/95

11:53 am

Requested by: Jean Fenoglio

Operator: MS

Job #: RJr360/R3

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